

SB9.2.2

ISLINGTON NURSERY

DIGITAL SIGNAGE RATIONALE

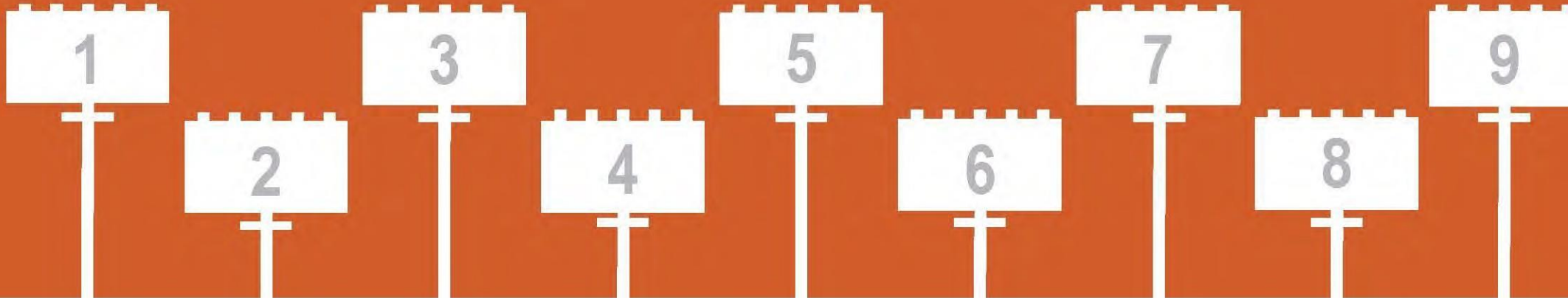
ISLINGTON NURSERIES

(270 Evans Avenue)

- **ISLINGTON NURSERIES** ERECTED A LEGAL STATIC BILLBOARD AT 270 EVANS AVENUE, FACING THE GARDINER EXPRESSWAY IN 2009. [This application represents a **CONVERSION** of an **EXISTING BILLBOARD.**]
- THE SIGN WAS A V-SHAPED BILLBOARD WITH A DISPLAY AREA OF **1200 SQUARE FEET PER SIGN** (30' X 40')
- THE ISLINGTON NURSERIES SIGN WAS THE FIRST LARGE FORMAT SIGN ERECTED ON THE WESTERN GARDINER EXPRESSWAY FOLLOWING A LONG MORATORIUM ON SIGNAGE

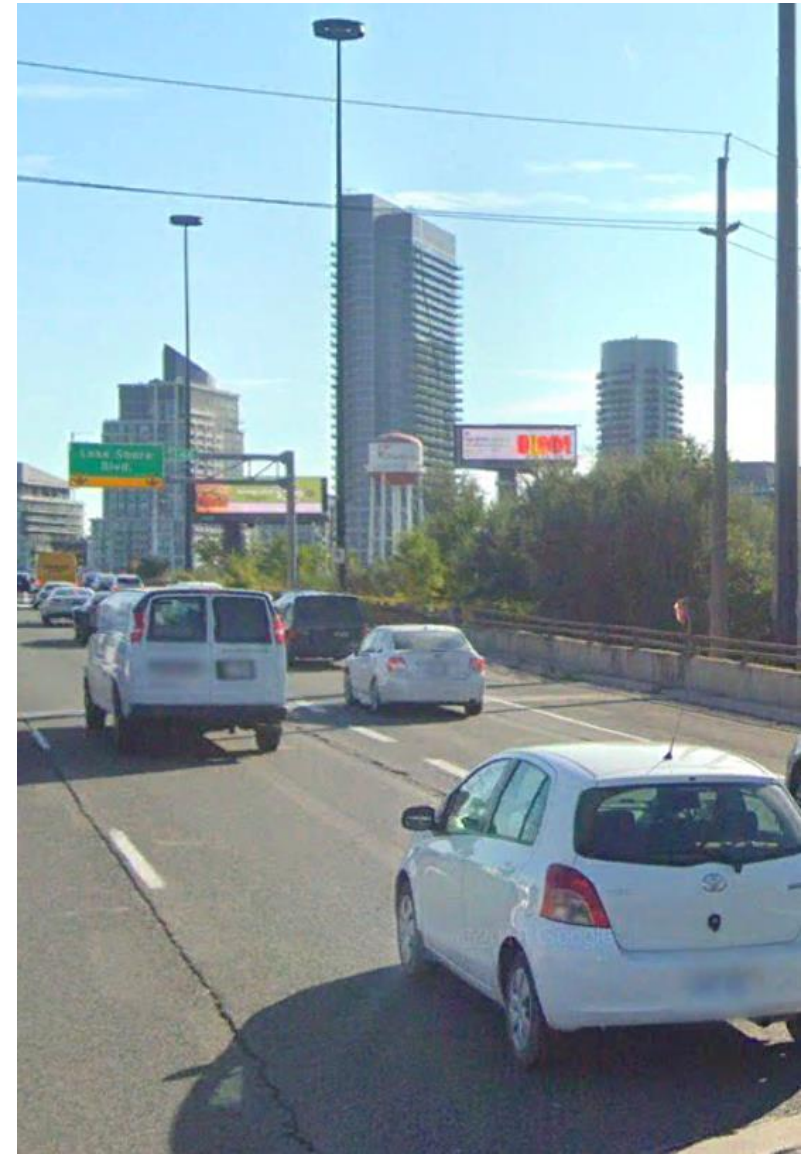
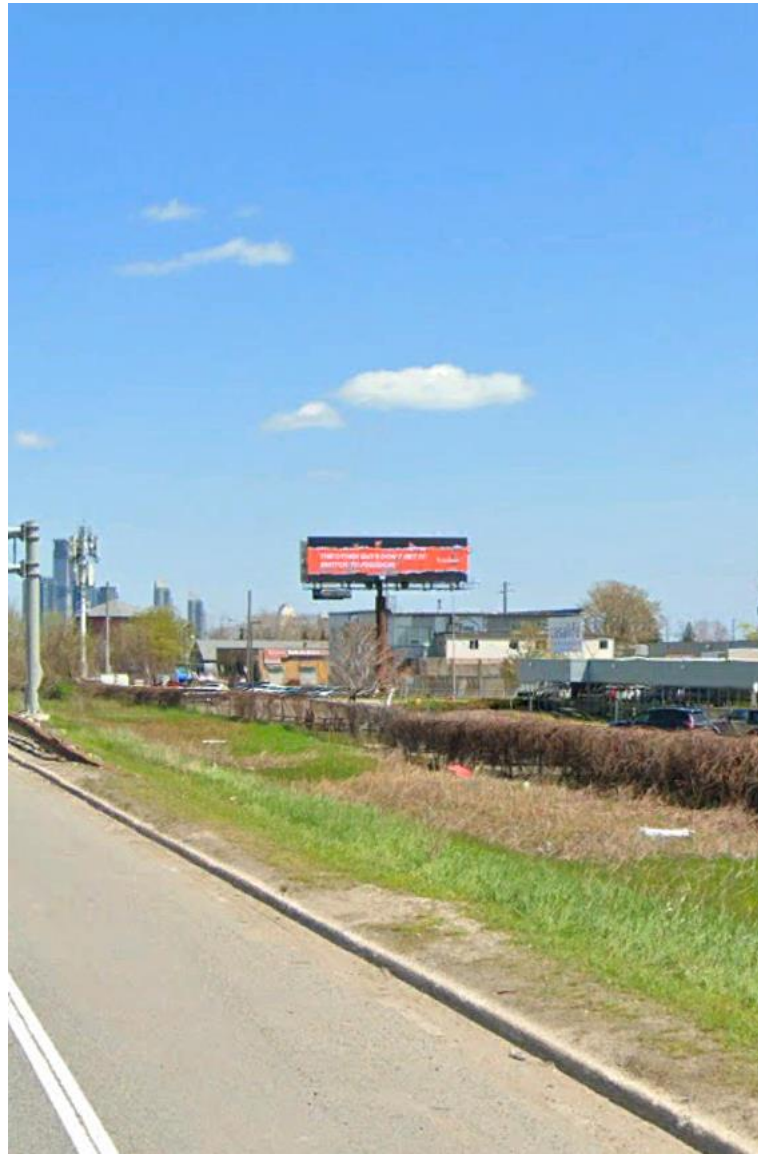
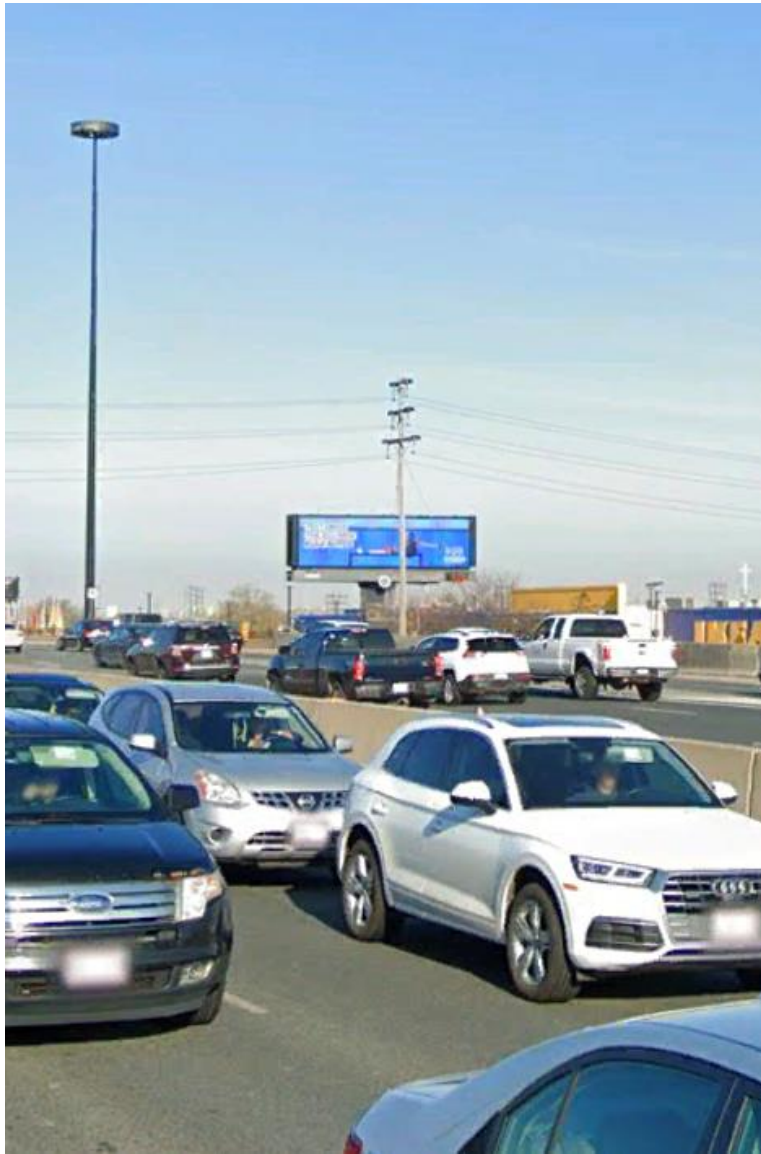


THE ISLINGTON NURSERIES SIGN



SINCE THEN, THE CITY HAS PERMITTED OR CONSENTED TO **9 DOUBLE SIDED DIGITAL BILLBOARDS** (14' X 48') TO BE BUILT ON THE WESTERN PORTION OF THE GARDINER EXPRESSWAY (FROM HUMBER BAY TO 427)

Our formal submission includes design and planning rationale



Competitor OOH existing
Digital Displays



COMPETITOR BOARDS

ISLINGTON NURSERIES WISHES TO CHANGE THE ATTRIBUTES OF THE EXISTING BILLBOARD TO CONFORM TO THE AESTHETICS OF THE GARDINER EXPRESSWAY TODAY:

We would reduce the size of the signs to **14' x 48'** (reducing size to 56% of current installed size)

The signs would be **back-to-back** instead of v-shaped

The signs would be static **digital** (no motion)



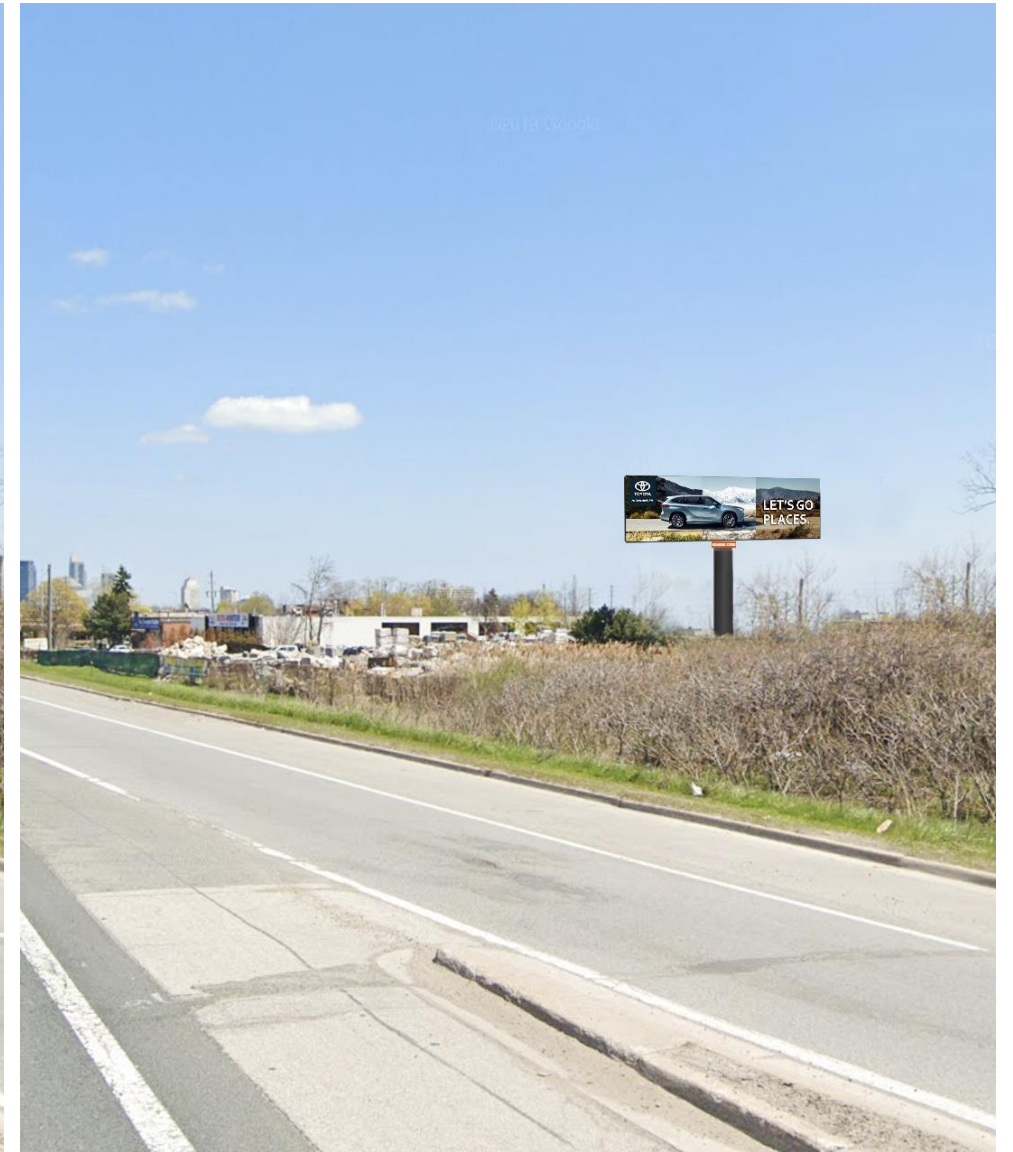
NEW ISLINGTON BOARD



Comparison to represent
size reduction.



CURRENT ISLINGTON BOARD



NEW ISLINGTON BOARD

RATIONALE

- The Islington Billboard is not viewable by any residential property in any direction
- The Islington Billboard is hidden from the on-ramp to Gardiner by the immediate adjacent western extensive, mature tree line. The Islington Billboard has been in place longer than any other spectacular board on the western Gardiner. The Islington Billboard is not visible from other billboards nor does it obstruct any line-of-site.
- There is no risk to transportation safety.
- The agreement with the Islington Nurseries allows for the option of removal for bona fide redevelopment of the property, should that be a future option for the property owner.
- The city's community meeting regarding the application had no attendees other than the applicant and its representatives (there were no objections written or verbally articulated).
- The proposal to reduce the sign and convert it to digital is completely consistent with the City's approach to all new billboards on the western Gardiner and aligns the aesthetics.

A white rectangular sign is mounted on a light-colored wooden post. The sign has a thin white border and is secured by five white push-pins along its top edge. The text "THANK YOU!" is printed in a bold, orange, sans-serif font in the center of the sign. The entire scene is set against a solid orange background.

THANK YOU!